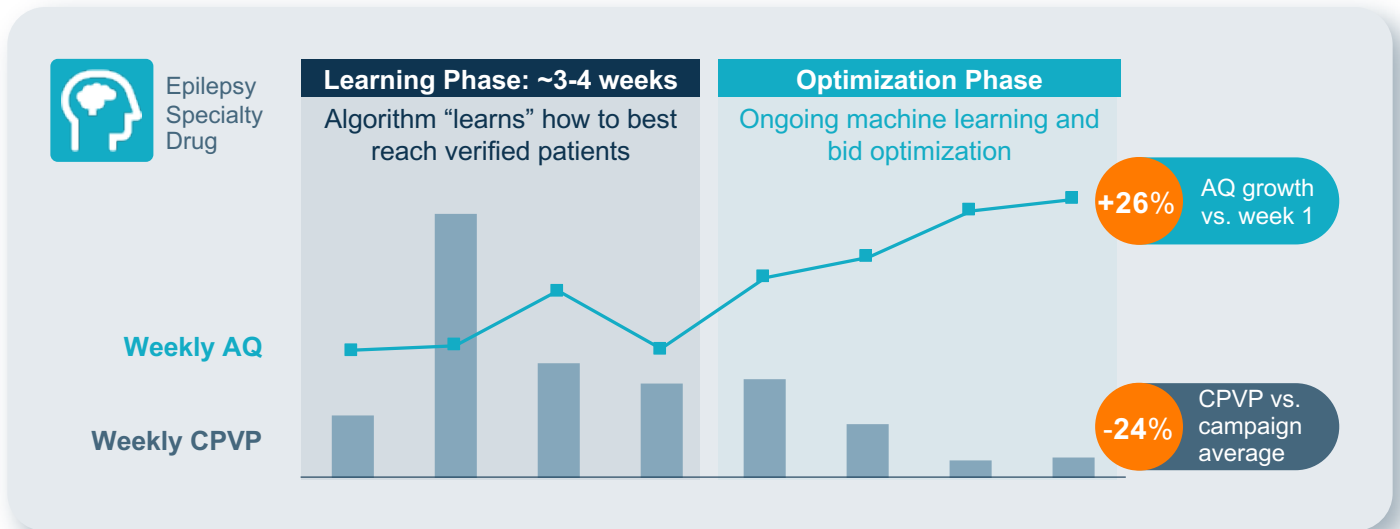


# DeepIntent Outcomes™ Audience Quality Algorithm Proven to Accelerate Live Campaign Performance

Our adaptive, AI-powered machine learning algorithms automate real-time decisioning and optimization to accelerate performance while reducing cost

## AUDIENCE QUALITY ALGORITHM

Maximizes verified patient reach to grow Audience Quality (AQ) at the lowest possible cost-per-verified patient (CPVP)

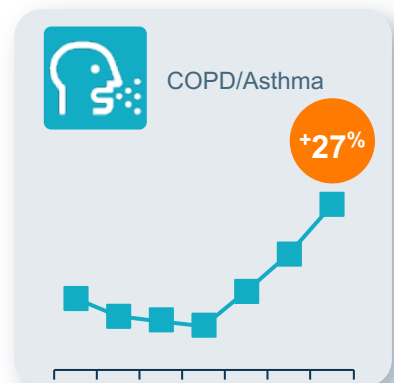
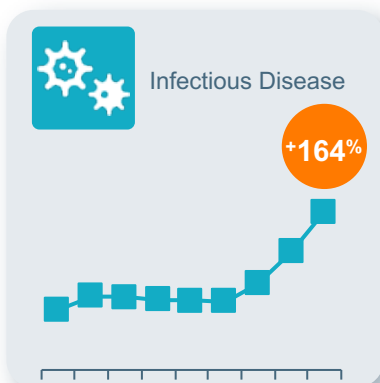


“ Being able to measure and auto-optimize live campaigns toward verified patient reach and script performance is completely game changing.

- Channel Director, Leading Healthcare Media Agency

## AUDIENCE QUALITY (AQ) GROWTH

% CHANGE: FIRST vs. LAST CAMPAIGN WEEK



Weekly Audience Quality